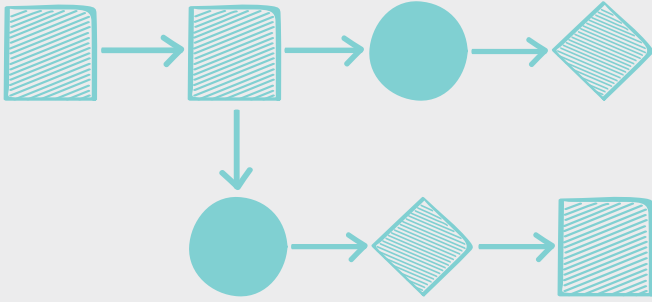


CONCEPTS TO REMEMBER



An advertising or marketing campaign contains many moving parts and **sometimes copy is the only thing that strings them together.**

- **Copywriting** is any writing that convinces you to take a particular action. It can transform objects into ideas and get people to do what you want them to - even if it's just to remember the name of your company.
- **Copy** is what you find on products, ads, headlines - anything used for marketing or advertising purposes. *The purpose of copy is to sell a product or an idea.*



There are three main components of **good copy**.

- **Art** appeals to the emotions. It's memorable and creative.
- **Science** is practical and testable.
- **Persuasion** elicits action from the reader.

Start with these components and work from there.